

Message Text

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DRAFTED BY: COM/DIBA/OER:LUNKOVIC

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DIBA/OER:WCARSON

BIC/DEP. ASST. SEC. VANGESSEL

EUR/CE:LHEICHLER (SUBS)

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TO AMEMBASSY BONN

UNCLAS STATE 238287

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: EXPORT PROMOTION QUESTIONNAIRE

1. OFFICE OF ECONOMIC RESEARCH IN COOPERATION WITH BUREAU OF INTERNATIONAL COMMERCE IS UPDATING AND EXPANDING TWO PREVIOUS STUDIES ON COMPARATIVE EXPORT PROMOTION. SHORT DEADLINE IS REGRETTE, BUT YOUR TELEGRAPHIC REPLY REQUIRED BY JANUARY 4 TO ALLOW PREPARATION COMPARATIVE REPORT FOR OMB.

2. THE PUBLICATION DATE OF THE LAST COMPARATIVE EXPORT PROMOTION STUDY WAS JULY 1971. WHAT ORGANIZATIONAL CHANGES HAVE BEEN MADE IN THE OVERALL EXPORT PROMOTION PROGRAM OF WEST GERMANY SINCE JULY 1971? WHAT WERE THE MOTIVATIONS FOR THE CHANGES? PLEASE DESCRIBE AS FULLY AS POSSIBLY ANY NEWLY INSTITUTED PROGRAMS, OR THOSE PROGRAMS WHICH HAVE BEEN RADICALLY REVISED. HOW SUCCESSFUL HAVE THE NEW PROGRAMS BEEN? HOW HAS THE DEGREE OF SUCCESS BEEN MEASURED?

3. TO WHAT EXTENT HAVE THE EXPORT PROMOTION PROGRAMS BEEN PLANNED AGAINST GOALS OR PERFORMANCE
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STANDARDS CURRENTLY APPLIED TO EACH EXPORT PROMOTION

TECHNIQUE AND FOR THE OVERALL PROMOTION PROGRAM?

4. ARE THE PROGRAMS MONITORED AND/OR EVALUATED AGAINST THE PREDETERMINED GOALS? HAVE THE PROGRAMS SUCCEEDED WHEN EVALUATED AGAINST THESE GOALS? WHAT EVALUATION DATA IS AVAILABLE? IF ANY, PLEASE SUPPLY.

5. ARE REGIONAL, LOCAL, OR CITY GOVERNMENTS ACTIVE IN EXPORT PROMOTION? WHAT KINDS OF TECHNIQUES ARE USED ON THE LOCAL LEVEL? ARE THEY DESIGNED TO COMPLEMENT THE NATIONAL PROGRAMS? IS THERE ANY COORDINATION BETWEEN THE EXPORT PROMOTION PROGRAMS ON THE VARIOUS LEVELS OF GOVERNMENT? WHAT KINDS OF GOVERNMENTAL LINKAGES EXIST FOR EXPORT PROMOTION? ARE THE REGIONAL AND/OR LOCAL PROGRAMS EFFECTIVE? PLEASE SUPPLY ANY DATA AVAILABLE ON PROGRAM EFFECTIVENESS.

6. THERE IS SOME CONFLICT ABOUT THE FUNDING OF AUMA IN IN-HOUSE SOURCES. IS IT FUNDED TOTALLY BY FAIR EXHIBITORS IN THE FORM OF PARTICIPATION FEES, OR DOES THE FEDERAL GOVERNMENT COVER HALF THE ANNUAL BUDGET?

7. AIRGRAM A-131 OF JANUARY 1970, THE STATEMENT WAS MADE THAT "THERE IS NO GOVERNMENT DOMESTIC STIMULATION OF EXPORT GROWTH." DOES THIS STATEMENT REMAIN TRUE?

8. DESCRIBE THE RELATIONSHIP BETWEEN THE CONTRACTORS WHO PRODUCE GERMAN TRADE FAIRS AND THE GOVERNMENT. ARE THEY PROFIT OR NON-PROFIT ORGANIZATIONS?

9. DOES THE GERMAN GOVERNMENT PERFORM OR SUBCONTRACT ANY FOREIGN MARKET RESEARCH OR PROVIDE ANY COMMERCIAL INTELLIGENCE? KISSINGER

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